

For Six Month Period Ending 11/30/2010
(Insert date)

I - REGISTRANT

1. (a) Name of Registrant

Ketchum Inc.

(b) Registration No.

5758

(c) Business Address(es) of Registrant

1285 Avenue of the Americas
New York, New York 10019

2. Has there been a change in the information previously furnished in connection with the following:

(a) If an individual:

(1) Residence address

Yes ☐

No ☐

(2) Citizenship

Yes ☐

No ☐

(3) Occupation

Yes ☐

No ☐

(b) If an organization:

(1) Name

Yes ☐

No ☒

(2) Ownership or control

Yes ☐

No ☒

(3) Branch offices

Yes ☐

No ☒

(c) Explain fully all changes, if any, indicated in items (a) and (b) above.

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IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4 AND 5(a).

3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.

Yes ☐

No ☒

If yes, have you filed an amendment to the Exhibit C?

Yes ☐

No ☒

If no, please attach the required amendment.

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, Criminal Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position	Date connection ended
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- (b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence address	Citizenship	Position	Date assumed
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5. (a) Has any person named in item 4(b) rendered services directly in furtherance of the interests of any foreign principal? Yes ☐ No ☒

If yes, identify each such person and describe his service.

- (b) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish the following information:

Name	Position or connection	Date terminated
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See Attachment F

- (c) During this 6 month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☒ No ☐

If yes, furnish the following information:

Name	Residence address	Citizenship	Position	Date assumed
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See Attachment G

6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(c) of the supplemental statement? Yes ☒ No ☐

If no, list names of persons who have not filed the required statement.

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name of foreign principal

Date of termination

8. Have you acquired any new foreign principal² during this 6 month reporting period?

Yes ☒ No ☐

If yes, furnish the following information:

Name and address of foreign principal

Date acquired

Kingdom of Saudi Arabia
Imam Saud Bin Abdulaziz Road
P.O. Box 5927
Riyadh 11432

October 2010

9. In addition to those named in Items 7 and 8, if any, list foreign principals² whom you continued to represent during the 6 month reporting period.

Russian Federation
Gazprom Export

10. **EXHIBITS A AND B**

(a) Have you filed for each of the newly acquired foreign principals in Item 8 the following:

Exhibit A³ Yes ☐ No ☒
Exhibit B⁴ Yes ☐ No ☒

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during the 6 month period? Yes ☐ No ☒

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☐

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9).) A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form CRM-157 (Formerly OBD-67), sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form CRM-155 (Formerly OBD-65), sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

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11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, and 9 of this statement? Yes ☒ No ☐

If yes, identify each such foreign principal and describe in full detail your activities and services:

See Attachment A

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12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates and places of delivery, names of speakers and subject matter.

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes ☐ No ☒

If yes, describe fully.

N/A

⁵ The term "political activities" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS-MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, and 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies⁶

Date	From whom	Purpose	Amount
See Attachment C			

Total

(b) RECEIPTS - FUND RAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fund raising campaign⁷, any money on behalf of any foreign principal named in items 7, 8, and 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D⁸ to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS - THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, and 9 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes ☐ No ☒

If yes, furnish the following information:

Name of foreign principal	Date received	Description of thing of value	Purpose

^{6, 7} A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. (See Rule 201(e).)

⁸ An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fund raising campaign and transmitted for a foreign principal.

⁹ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) DISBURSEMENTS - MONIES

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, and 9 of this statement? Yes ☒ No ☐

(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To whom	Purpose	Amount
		See Attachment D	

Total

(b) DISBURSEMENTS - THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, and 9 of this statement?

Yes ☐ No ☒

If yes, furnish the following information:

Date disposed	Name of person to whom given	On behalf of what foreign principal	Description of thing of value	Purpose
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(c) DISBURSEMENTS - POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☒ No ☐

If yes, furnish the following information:

Date	Amount or thing of value	Name of political organization	Name of candidate
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See Attachment E

^{10, 11} Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials ¹²?
 Yes ☒ No ☐

IF YES, RESPOND TO THE REMAINING ITEMS IN SECTION V.

17. Identify each such foreign principal.

The Russian Federation
 Gazprom Export
 Kingdom of Saudi Arabia

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☐ No ☒

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- | | | | |
|--|--|--|--|
| <input checked="" type="checkbox"/> Radio or TV broadcasts | <input checked="" type="checkbox"/> Magazine or newspaper articles | <input type="checkbox"/> Motion picture films | <input checked="" type="checkbox"/> Letters or telegrams |
| <input type="checkbox"/> Advertising campaigns | <input checked="" type="checkbox"/> Press releases | <input type="checkbox"/> Pamphlets or other publications | <input checked="" type="checkbox"/> Lectures or speeches |
| <input checked="" type="checkbox"/> Internet | <input type="checkbox"/> Other (specify) _____ | | |

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- | | | |
|---|--|---|
| <input checked="" type="checkbox"/> Public Officials | <input checked="" type="checkbox"/> Newspapers | <input type="checkbox"/> Libraries |
| <input checked="" type="checkbox"/> Legislators | <input checked="" type="checkbox"/> Editors | <input type="checkbox"/> Educational institutions |
| <input checked="" type="checkbox"/> Government agencies | <input checked="" type="checkbox"/> Civic groups or associations | <input type="checkbox"/> Nationality groups |
| <input type="checkbox"/> Other (specify) _____ | | |

21. What language was used in the informational materials:

- ☒ English ☐ Other (specify) _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☒ No ☐

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act? Yes ☒ No ☐

¹² The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

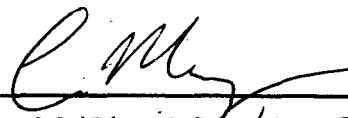
VI - EXECUTION

In accordance with 28 U.S.C. §1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Type or print name under each signature¹³)

1/26/2011



CRAIG MERSKY / GENERAL COUNSEL

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¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

ATTACHMENT A
to
Ketchum Inc.
Supplemental Statement

Section 11: During this 6 month (June 1, 2010 – November 30, 2010) reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, and 9 of this statement?

Activities of Ketchum representatives on behalf of Saudi Arabian General Investment Authority (SAGIA) ("Client") were as follows:

OCTOBER 2010

Media Outreach Related to Client Work:

- Reached out to the following reporters/media outlets to promote and discuss SAGIA's work, including the Global Competitiveness Forum:
 - Sandrine Rastello of Bloomberg – 25 October 2010
 - Lesley Wroughton of Reuters – 25 October 2010
 - Sewell Chan of The New York Times – 25 October 2010
 - Gordon Platt of Global Finance Magazine – 26 October 2010
 - Barbara Rudolph of The Deal – 26 October 2010
 - Joshua Hamerman of Source Media – 26 October 2010
 - Reshma Kapadia of Smart Money – 26 October 2010
 - Jeannine Aversa of Associated Press – 26 October 2010
 - Bob Davis of Dow Jones/Wall Street Journal – 27 October 2010
 - Patrice Hill of the Washington Times – 27 October 2010

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NOVEMBER 2010

Media Outreach Related to Client Work:

- Reached out to the following reporters/media outlets to promote and discuss SAGIA's work, including the Global Competitiveness Forum:
 - David Jolly of the International Herald Tribune – 03 November 2010
 - CNBC.com's Worldwide Exchange – 05 November 2010
 - Joe Mullich of the Wall Street Journal – 05 November 2010
 - Mia Saini of Forbes TV – 10 November 2010
 - Elaine Wong of Forbes – 10 November 2010
 - Motoko Rich of The New York Times – 10 November 2010
 - Tony Emerson of Newsweek – 15 November 2010
 - Francis Romero of Time – 15 November 2010
 - Rebecca Jarvis of CBS Sunday Morning Show – 15 November 2010
 - Stephanie Landsman of CNBC – 15 November 2010
- Reached out to the following advertising specialists at various media outlets to discuss sponsorship and advertising opportunities:
 - Don Black of Barrons – 1 November 2010
 - Cara Waddell of Time/Fortune – 1 November 2010

- Mary Durkins of The New York Times – 1 November 2010
- Elizabeth Dyas of Source Media – 1 November 2010
- Elissa Tomasetti of The Financial Times – 1 November 2010
- Allan Cunningham of The Deal – 1 November 2010
- Lisa Rubino of The Wall Street Journal – 10 November 2010
- Adam Gross of The Huffington Post – 11 November 2010
- Lindsey Oliver of Bloomberg – 11 November 2010
- Marc Siegel of U.S. News and World Report – 11 November 2010
- Patrick Hagerty of Newsweek – 11 November 2010
- Cliff Feigenbaum of GreenMoney Journal – 12 November 2010
- Elayne Glick of Thomson Reuters – 15 November 2010
- Katie Young of Fox Business – 15 November 2010

Other outreach:

- Conversations with John Quelch of Harvard Business School
- Communications counsel, media outreach and support for SAGIA's "10x10" media campaign

ATTACHMENT A
to Ketchum Inc.
Supplemental Statement

Section 11: During the 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in items 7, 8 and 9 of this statement?

The activity of Ketchum representatives on behalf of The Russian Federation ("Client") was as follows:

JUNE 2010

- Corresponded with ***The New York Times*** (Eric Schmitt) re: interview with Mr. Safanov (1 June)
- Proposed Kimberly-Clark plant opening in Russia story to the following outlets (1 June):
 - ***Dallas Morning News***
 - ***Dallas Business Journal***
 - ***Fort Worth Star Telegram***
- Corresponded with ***The New York Times*** (Ellen Barry and Cliff Levy) re: corruption series (3 June)
- Corresponded with Siguler Guff (Drew Guff) re: Skolkovo investment (4 June)
- Outreach to Kimberly-Clark to discuss plant opening (1-10 June)
- Corresponded with John Deere re: Russia (3, 4 June)
- Spoke with media outlets to provide follow-up information on Russia's cash-for-clunkers program (4 June):
- Corresponded with **CNN's** Jill Dougherty re: President Medvedev (16 June)
- Corresponded with Abamedia re: request for documentary filming (14 June)
- Corresponded with ***The Wall Street Journal*** (Greg White) re: President Medvedev (multiple correspondences during month)
- Conducted outreach to the following individuals re: ModernRussia website (multiple correspondences during month):
 - Chris Osborne and Peter Ghavani of Troika Dialog
 - Todd Prince and Ryan Challinor of Bank of America Merrill Lynch
 - Randi Levinas and Svetlana Minjack of USRBC
 - Marshall Goldman
 - Todd Price, BOA
 - Gary Litman, U.S. Chamber of Commerce
- Corresponded with **CNBC's Closing Bell with Maria Bartiromo** re: Klaus Kleinfeld of Alcoa and Drew Guff of Siguler Guff 24 June)
- Corresponded with **CNBC** (Erin Burnett and Robert Hand) re: Russia (24 June)
- Corresponded with Cisco re: Skolkovo (4 June)
- Corresponded with producers of **CNN's** Larry King Live (30 June)
- Proposed story regarding the launch of President Medvedev's twitter feed to media outlets (24 June):

JULY 2010

- Corresponded with MIT re: the ModernRussia website (8 July)
- Corresponded with FRAEC re: the ModernRussia website (13, 14, 16, 23 July)
- Corresponded with Kimberly-Clark (19 July)
- Corresponded with **CNN's** Larry King Live producers (20 July)
- Corresponded with Jill Dougherty re: FRAEC (19-20 July)
- Corresponded with ***The Washington Post*** re: new correspondent in Moscow (14 June)
- Corresponded with USTR re: WTO (13 July)
- Met with AmBAR (1 July)
- Corresponded with John Connor (Third Millennium Russia Fund) re: ModernRussia (multiple correspondences during month)
- Outreach to The Walt Disney Company re: video (multiple correspondences during month)

AUGUST 2010

- Corresponded with Eurasia Group (Cliff Kupchan) re: Ms. Timakova (24 August)
- Corresponded with **PBS'** Charlie Rose re: a senior Russian official (23 August)
- Conducted outreach to the following individuals re: ModernRussia website:
 - Clyde Tuggle at Coke
 - Guy Eames of the Russian Green Building Council
 - Phrma and Case New Holland (4 August)
 - Eurasia Group, Cisco and UralSib (17 August)
- Corresponded with Kimberly-Clark re: ModernRussia website (3 August)
- Reached out to the producer of **60 Minutes** (Andy Court) re: interview request (31 August)
- Communicated with Alcoa (Daniel Cruise) re: Russia (multiple correspondences during month)
- Communicated with Coke's Moscow representative (5 August)
- Met with **USRBC** (Randi Levinas and Svetlana Minjack) re: Annual Meeting (11 August)
- Corresponded with The Walt Disney Company re: ModernRussia interview (multiple correspondences during month)

SEPTEMBER 2010

- Reached out to individuals re: ModernRussia opportunities (various dates throughout month):
 - Arkady Dvorkovich
 - Vivek Wadhwa
 - Jim Albaugh
 - Carol Vipperman
- Corresponded with **The New York Times** re: Minister Serdyukov (14-17 September)
- Posted/placed Arkady Dvorkovich's article on ModernRussia to **Huffington Post** (14 September)
- Corresponded with **CNN** Larry King show producers re: Prime Minister Putin (7,16 September)
- Corresponded with **Foreign Policy** and **The Wall Street Journal** re: New START (17 September)
- Correspondence regarding article by Dr. Adrian Pabst (29 September)
- Communicated with RIM executives (Blackberry) re: interview request (15 September)
- Attended NYSSA Invest in Russia Conference (16 September)
- Corresponded with Gov. Arnold Schwarzenegger's delegation re: Arkady Dvorkovich (29 September)
- Corresponded with Kathy Lally of **The Washington Post** (3 September)
- Corresponded with **USRBC** re: annual meeting (1 September)
- Corresponded with Subway re: Russia (8 September)
- Corresponded with Anna Dvornikova of **AMBAR** (3 September)
- Corresponded with Ian Bremmer of Eurasia Group re: Mr. Kudrin (30 September)
- Organized interview with Marina Jigalova-Ozkan Managing Director of The Walt Disney Company Russia with **Russia Today**
- Attended Georgetown University Panel Discussion on the Valdai Club

OCTOBER 2010

- Reached out to the following individuals re: opportunities on ModernRussia website (various correspondences during month):
 - Timothy Post of Runet
 - Douglas Helfer of HSBC GIF Russia Equity Fund
 - Tim Millard of Cushman & Wakefield
 - Jenia Ustinova of Eurasia Group
 - Helen Teplitskaia of American-Russian Chamber of Commerce and Industry
 - Michael Hockney of Colours of Russia
 - Stephan Kohler of German Energy Agency (dena)
 - Case New Holland
- Reached out to the following outlets re: California delegation visit (5,6 October):

- **Associated Press**
 - **Los Angeles Times**
 - **San Francisco Chronicle**
 - **San Jose Mercury News**
- Conducted outreach to the following outlets re: USRBC meeting (12, 14 October):
 - **Associated Press**
 - **Bloomberg**
 - **CNBC**
 - **NPR**
 - **The Washington Post**
- Corresponded with **The New York Times** (Cliff Levy) re: corruption series (12 October)
- Reached out to **The Washington Post, Foreign Policy** and to the Office of National Drug Control Policy re: Ivanov and Kerlikowske interview (15, 22 October)
- Proposed Sochi story to **CNN** for Future Cities program (15 October)
- Reached out to Kathy Lally at **The Washington Post** re: Mr. Ivanov (26 October)
- Reached out to Washington Post and CNBC for possibility of a Dechert op-ed
- Proposed an op-ed by Chadbourne & Parke's Laura Brank to Howard Dickman of the Wall Street Journal – 28 October
- Proposed Dechert op-ed to **The Washington Post** and **CNBC**
- Proposed Chadbourne & Parke's Laura Brank op-ed to **The Wall Street Journal's** Howard Dickman (28 October)
- Corresponded with **CNN's** Larry King show re: Putin (multiple correspondences during month)
- Correspondence with Andy Bird of Disney International re: ModernRussia interview
- Correspondence with Marina Jigalova-Ozkan of Walk Disney Russia re: Russia Today interview
- Corresponded with Kissinger Associates and CSIS

NOVEMBER 2010

- Corresponded with Case New Holland (1 November)
- Corresponded with Ernst & Young (1 November)
- Proposed Adrian Pabst op-ed to **Huffington Post** (8 November)
- Correspondence with media outlets prior to St. Petersburg Tiger Summit
- Corresponded with Google re: homepage picture (19 November)
- Corresponded with **CNN's Larry King Live** re: Putin (multiple correspondences during month)
- Media outreach re: Dvorkovich's press conference to **The Wall Street Journal, The New York Times** and **Bloomberg** (25 November)
- Corresponded with **The New York Times** (Cliff Levy and Ellen Barry) re: corruption series (5 November)
- Corresponded with **CNN** Producer Matthew Percival re: Future Cities program (multiple correspondences during month)
- Correspondence with media outlets regarding Minister Shuvalov's article published on the ModernRussia website (29 November):
- Correspondence with media outlets re: Prime Minister Putin's interview on **CNN's Larry King Live** (30 November):
- Reached out to the following individuals re: ModernRussia website (multiple correspondences during month):
 - Timothy Post of Runet,
 - Tim Millard of Cushman & Wakefield
 - Jenia Ustinova of Eurasia Group
 - Maria Alexeenkova of Gazprombank

ATTACHMENT A
to
Ketchum Inc.
Supplemental Statement

Section 11: During this 6 month (June 1, 2010 – November 30, 2010) reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, and 9 of this statement?

Activities of Ketchum representatives on behalf of Gazprom ("Client") were as follows:

- Correspondence with Nissa Darbonne **Oil & Gas Investor** regarding an article on shale gas — 11 June, 2010
- Distributed Blue Fuel Newsletter — 16 June, 2010
- Worked with reporter (Andrew Langley) at the **Economist Intelligence Unit** to get responses to questions on Russian energy issues — 25 June, 2010
- Answering request for comment regarding Gazprom Neft's Iran activities from Benoit Faucon at **Dow Jones** — 25 June, 2010
- Worked with reporter Joshua Hammer at **Fast Company** to get responses to questions on Russian energy issues — 25 June, 2010
- Set up conference call with Gazprom Export executives to discuss updates on the situation in Belarus — 22 June, 2010. Reporters from the following outlets and institutions were invited:
 - **New York Times**
 - **Wall Street Journal**
 - **Washington Post**
 - **Los Angeles Times**
 - **Newsweek**
 - **BusinessWeek**
 - **Platts**
 - **Energy Intelligence Group**
 - **Bloomberg**
 - **Dow Jones**
 - **Reuters**
 - **Associated Press**
 - **NPR**
 - **McClatchy**
 - **Houston Chronicle**
 - **Financial Times**
 - **Foreign Policy**
 - **Energy Daily**
 - **Energy Intelligence**
 - **Energy Risk**
 - **Natural Gas Week**
 - **Environment & Energy Daily**
 - **Platts Gas Daily**
 - **Pipeline & Gas Journal**
 - **Energy Intelligence**
 - **Oil & Gas Investor**
 - **MarketWatch**
 - **Influencers**
 - **CSIC**
 - **IHS-CERA**
 - **IHS-CERA**
 - **Medley**
 - **Eurasia**

- Attended "Ukraine: Where is it Going and How the U.S. Should Respond" panel discussion at the Brookings Institution in Washington, D.C. — 13 July 2010
- Attended a meeting with Ambassador Richard Morningstar to discuss European energy security— 14 July, 2010
- Fortune magazine request for participation in the "World's Most Admired Companies" list — 6 August, 2010
- Met with Nikos Tsafos, Manager, Upstream & Gas, PFC Energy, in Washington D.C.— 9 August, 2010
- Met with Len Coburn, President of Coburn International Energy, in Washington D.C. — 11 August, 2010
- Correspondence with New York Times' Ken Belson in connection to Gazprom Marketing & Trading's work with InfiniteEarth leading to the approval of the world's first REDD methodology — 24 August, 2010
- Correspondence with Platts' Jake Rudnitsky and Bloomberg's Oliver Suess in connection with Alexander Medvedev's interview with Financial Times Deutschland — 26 August, 2010
- Correspondence with Steve LeVine at Foreign Policy regarding shale editorial – 13 August, 2010
- Correspondence with Mikhail Korchemkin, founder and managing director of East European Gas Analysis, – 5 August 2010
- Correspondence with Bloomberg reporters Amit Prakash and Rakteem Katakey – 27 October 2010
- Assembled, edited and distributed Gazprom Export's Blue Fuel newsletter – 18 October 2010
- Meeting with Ambassador Richard Morningstar – 2 November 2010
- Meeting with Charles Ebinger, Director, Energy Security Initiative and Senior Fellow, Foreign Policy at the Brookings Institution in Washington, DC — 19 November, 2010

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ATTACHMENT C
to
Ketchum Inc.
Supplemental Statement

Section 14: During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, and 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise?

Ketchum did not receive any funds from the Saudi Arabian General Investment Authority (SAGIA) during the reporting period.

ATTACHMENT C
to
Ketchum Inc.
Supplemental Statement

Section 14: During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, and 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise?

Ketchum received from its United Kingdom affiliate, Ketchum Limited, \$1,824,625.00 to cover fees and expenses for providing services for the benefit of The Russian Federation during the reporting period.

ATTACHMENT C
to
Ketchum Inc.
Supplemental Statement

Section 14: During this : During this 6 month (June 1, 2010 – November 30, 2010) reporting period, have you received from any foreign principal named in Items 7, 8, and 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise?

Ketchum received from Diversified Energy Communications LTD \$1,676,736.00 to cover fees and expenses for providing services for the benefit of Gazprom during the reporting period.

ATTACHMENT D
to
Ketchum Inc.
Supplemental Statement

Section 15: During this 6 month reporting period, have you disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7,8, and 9 of this statement?

Ketchum dispersed and expended monies on behalf of The Russian Federation as follows:

Expense/Vendor	OOP Expense Total
Alston & Bird	\$174,000.00
AT&T Wireless Services	\$1,500.49
Browser Media, LLC	\$3,150.00
BT Conferencing Inc.	\$3,757.57
Charles Dolan	\$78,000.00
Critical Mention	\$325.00
Dependable Delivery	\$150.00
Digital Media Services	\$17,595.00
Inta-Boro Acres, Inc	\$697.15
Quik-Trak	\$186.50
RMA Chauffeured Transport	\$270.00
Solve It Group, LLC	\$950.00
Subscriptions	\$906.59
Travel/Misc Expenses	\$99,769.04
Video Monitoring Services of America	\$356.16
Xerox Charges	\$269.20
TOTAL	\$381,882.70

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ATTACHMENT D
to
Ketchum Inc.
Supplemental Statement

Section 15: During this 6 month reporting period (June 1, 2010 – November 30, 2010), have you disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, and 9 of this statement?

Ketchum dispersed and expended monies on behalf of Gazprom as follows:

ANNUAL E-ROOM CHARGE	\$500.00
BT CONFERENCING INC.	\$376.66
COPY CENTER	\$134.50
DAVIS & GILBERT LLP	\$4,380.59
DEPENDABLE DELIVERY	\$237.87
FEDEX	\$155.09
INFLUENCER DATABASE	\$4,624.08
INTA-BORO ACRES INC	\$492.69
RACKSPACE LTD.	\$1,050.00
TELEPHONE & NETWORK CHARGE	\$12,449.43
VENABLE LLP	\$56,000.00
VIDEO MONITORING SERVICES OF AMERICA, LP	\$758.87
TRAVEL/MISC EXP	\$20,228.40
XEROX CHGS	\$55.80
Grand Total	\$101,443.98

ATTACHMENT E
to
Ketchum Inc.
Supplemental Statement

Section 15(c): During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

- **Erika Soto Lamb:** \$200.00 to Brent Barton for Oregon State Senate
- **Paul Cohen:** \$50.00 to Democratic Senatorial Campaign Committee
- **Matt Stearns:** \$500.00 to Ike Shelton for Congress, \$100.00 to Peter Kilmartin for Rhode Island Attorney General
- **Tom DeLorme:** \$50.00 to Democratic National Committee

ATTACHMENT F
to
Ketchum Inc.
Supplemental Statement

Section 5(b): Have any employees or individuals, who have filed short form registration statement, terminated their employment of connection with the registrant during this 6 month period?

<u>Name</u>	<u>Position</u>	<u>Date of Status Change</u>
Jeff Scheider	Employee	10/15/2010
Ian Wilson	Employee	11/05/2010
Jack Jenkins	Employee	11/24/2010

ATTACHMENT G
to
Ketchum Inc.
Supplemental Statement

Section 5(c): Has the registrant hired any employees or in any other capacity, any persons who rendered or will render services to the registrant direct in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity?

<u>Name</u>	<u>Resident Address</u>	<u>Citizenship</u>	<u>Position</u>	<u>Date Assumed</u>
Katherine Watier	3830 9 th Street North #309W Arlington, VA 22203	USA	Employee	8/11/2010
Wendy Yaross	3609 Underwood Street Chevy Chase, MD 20815	USA	Employee	8/12/2010
Tim Weinheimer	1255 25 th Street NW Apt 620 Washington, DC 20037	USA	Employee	8/31/10
Jeff Scheider	261 Diamond Valley Pass Canton, GA 30114	USA	Employee	9/8/2010
Jack Jenkins	7515 Honesty Way Bethesda, MD 20817	USA	Employee	9/13/2010
Edward Cole	707 17 th Street SE Washington, D.C. 20003	USA	Employee	9/20/2010
Marcos Ballesterro	923 Westminster Street NW Washington, D.C. 20001	USA	Employee	9/21/2010
Kristine Austria	225 Eye Street NE #601 Washington, DC, 20002	USA	Employee	11/22/2010
Jim Butler	6851 Roswell Rd. Unit G13 Atlanta, GA 30328	USA	Consultant	11/20/2010

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